

WHAT IS CLAIMED IS:

1 *sub* 1. A method for providing a party accessing a merchant system electronic access to
2 *a* consumer-customized nonverbal information, the method comprising:
3 collecting an electronic version of consumer-customized nonverbal information at a
4 merchant site; and
5 displaying the electronic version of the consumer-customized nonverbal information
6 for a party accessing the merchant system.

1 2. The method of claim 1, wherein the collecting includes obtaining at least one digital
2 image representing the consumer-customized nonverbal information.

1 3. The method of claim 2, wherein the digital image includes one or more still photos.

1 4. The method of claim 2, wherein the digital image includes a video clip.

1 5. The method of claim 2, wherein the consumer-customized nonverbal information
2 includes at least one digital image of merchandise configured to conform to consumer
3 specifications.

1 6. The method of claim 5, wherein the image reflects a relationship between the
2 merchandise and the consumer.

1 7. The method of claim 6, wherein the merchandise includes at least one clothing
2 garment and the image reflects the consumer wearing the clothing garment.

1 8. The method of claim 6, wherein the merchandise includes at least one tool, and the
2 image reflects the consumer operating the tool.

1 9. The method of claim 5, wherein the displaying includes streaming the image to a
2 computer used by the party to access the merchant system in substantially real time.

1 10. The method of claim 5, wherein the displaying includes storing the image for later
2 access by a computer used by the party to access the merchant system.

1 11. The method of claim 1, wherein the displaying includes authenticating the party and
2 denying access by the computer used by the party when the party is not authenticated
3 properly.

1 12. The method of claim 11, wherein the authenticating includes receiving authenticating
2 information from the party and comparing the authenticating information with information
3 provided by the consumer.

1 13. The method of claim 1, wherein the displaying is performed by using the Internet as a
2 communication medium to transmit the electronic version of the customer-specified
3 nonverbal information to the party.

1 14. The method of claim 1, further comprising receiving feedback from the party to
2 which the electronic version of the consumer-customized nonverbal information is displayed.

1 15. The method of claim 14, wherein the feedback includes authorization for purchase of
2 the merchandise.

1 16. The method of claim 14, wherein the feedback includes a recommendation for
2 purchase.

1 17. The method of claim 14, wherein the consumer and party are a single entity.

1 18. The method of claim 1, wherein the customer and party are different entities.

1 19. The method of claim 18, wherein the party accesses the merchant system from a
2 location remote to the merchant site.

1 20. The method of claim 1, wherein the customer and party are one entity.

1 21. A computer medium or propagated signal storing a computer program capable of
2 providing a party accessing a merchant system electronic access to consumer-customized
3 nonverbal information, the program comprising:

4 a collecting code segment for collecting an electronic version of consumer-
5 customized nonverbal information at a merchant site; and

6 a displaying code segment for displaying the electronic version of the consumer-
7 customized nonverbal information for a party accessing the merchant system.

1 22. The medium of claim 21, wherein the collecting code segment includes an obtaining
2 code segment for obtaining at least one digital image representing the consumer-customized
3 nonverbal information.

1 23. The medium of claim 22, wherein the digital image includes one or more still photos.

1 24. The medium of claim 22, wherein the digital image includes a video clip.

1 25. The medium of claim 22, wherein the consumer-customized nonverbal information
2 includes at least one digital image of merchandise configured to conform to consumer
3 specifications.

1 26. The medium of claim 25, wherein the image reflects a relationship between the
2 merchandise and the consumer.

1 27. The medium of claim 26, wherein the merchandise includes at least one clothing
2 garment and the image reflects the consumer wearing the clothing garment.

1 28. The medium of claim 26, wherein the merchandise includes at least one tool, and the
2 image reflects the consumer operating the tool.

1 29. The medium of claim 25, wherein the displaying code segment includes a code
2 segment for streaming the image to a computer used by the party to access the merchant
3 system in substantially real time.

1 30. The medium of claim 25, wherein the displaying code segment includes a code
2 segment for storing the image for later access by a computer used by the party to access the
3 merchant system.

1 31. The medium of claim 21, wherein the displaying code segment includes an
2 authenticating code segment for authenticating the party and denying access by the computer
3 used by the party when the party is not authenticated properly.

1 32. The medium of claim 31, wherein the authenticating code segment includes a code
2 segment for receiving authenticating information from the party and comparing the
3 authenticating information with information provided by the consumer.

1 33. The medium of claim 31, wherein the displaying code segment includes a code
2 segment for transmitting the electronic version of the customer-specified nonverbal
3 information to the party using the Internet as a communication medium.

1 34. The medium of claim 31, further comprising a code segment for receiving feedback
2 from the party to which the electronic version of the consumer-customized nonverbal
3 information is displayed.

1 35. The medium of claim 34, wherein the feedback includes authorization for purchase of
2 the merchandise.

1 36. The medium of claim 34, wherein the feedback includes a recommendation for
2 purchase.

1 37. The medium of claim 34, wherein the consumer and party are a single entity.

1 38. The medium of claim 21, wherein the customer and party are different entities.

1 39. The medium of claim 38, wherein the party accesses the merchant system from a
2 location remote to the merchant site.

1 40. The medium of claim 21, wherein the customer and party are one entity.

1 41. An apparatus capable of providing a party accessing a merchant system electronic
2 access to consumer-customized nonverbal information, comprising:

3 a collecting device structured and arranged to collect an electronic version of
4 consumer-customized nonverbal information at a merchant site; and

5 a displaying device structured and arranged to display the electronic version of the
6 consumer-customized nonverbal information for a party accessing the merchant system.

1 42. The apparatus of claim 41, wherein the collecting device includes an obtaining device
2 structured and arranged to obtain at least one digital image representing the consumer-
3 customized nonverbal information.

1 43. The apparatus of claim 42, wherein the digital image includes one or more still
2 photos. *a*

1 44. The apparatus of claim 42, wherein the digital image includes a video clip.

1 45. The apparatus of claim 42, wherein the consumer-customized nonverbal information
2 includes at least one digital image of merchandise configured to conform to consumer
3 specifications.

1 46. The apparatus of claim 45, wherein the image reflects a relationship between the
2 merchandise and the consumer.

1 47. The apparatus of claim 46, wherein the merchandise includes at least one clothing
2 garment and the image reflects the consumer wearing the clothing garment.

1 48. The apparatus of claim 46, wherein the merchandise includes at least one tool, and the
2 image reflects the consumer operating the tool.

1 49. The apparatus of claim 45, wherein the displaying device includes a device structured
2 and arranged to stream the image to a computer used by the party to access the merchant
3 system in substantially real time.

1 50. The apparatus of claim 45, wherein the displaying device includes a device structured
2 and arranged to store the image for later access by a computer used by the party to access the
3 merchant system.

1 51. The apparatus of claim 41, wherein the displaying device includes an authenticating
2 device structured and arranged to authenticate the party and denying access by the computer
3 used by the party when the party is not authenticated properly.

1 52. The apparatus of claim 51, wherein the authenticating device includes a device
2 structured and arranged to receive authenticating information from the party and comparing
3 the authenticating information with information provided by the consumer.

1 53. The apparatus of claim 51, wherein the displaying device includes a device structured
2 and arranged to transmit the electronic version of the customer-specified nonverbal
3 information to the party using the Internet as a communication medium.

1 54. The apparatus of claim 51, further comprising a device structured and arranged to
2 receive feedback from the party to which the electronic version of the consumer-customized
3 nonverbal information is displayed.

1 55. The apparatus of claim 54, wherein the feedback includes authorization for purchase
2 of the merchandise.

1 56. The apparatus of claim 54, wherein the feedback includes a recommendation for
2 purchase.

1 57. The apparatus of claim 54, wherein the consumer and party are a single entity.

- 1 58. The apparatus of claim 41, wherein the customer and party are different entities.
- 1 59. The apparatus of claim 58, wherein the party accesses the merchant system from a
2 location remote to the merchant site. *a*
- 1 60. The apparatus of claim 41, wherein the customer and party are one entity.